

ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES BOARD OF CUYAHOGA COUNTY

COMMUNITY RELATIONS & ADVOCACY COMMITTEE

JANUARY 9, 2013

Committee Members Present: Reginald C. Blue, Ph.D., Richard A. Folbert, J. Robert Fowler, Ph.D., J. Richard Romaniuk, Ph.D., Harvey A. Snider, Esq. / **ABSENT:** Elsie Caraballo

Board Staff Present: William M. Denihan, C.E.O., Craig Fallon, Carol Krajewski, Scott Osiecki

1. **CALL TO ORDER & AUDIENCE INPUT**

Committee Chair, Robert Fowler, called the meeting to order at 3:00 p.m.

2. **APPROVAL OF MINUTES**

The Community Relations & Advocacy Committee minutes from November 7, 2012, were approved as submitted.

3. **LEGISLATION/ADVOCACY UPDATE**

➤ **State FY14-15 Budget**

Ohio Association of County Behavioral Health Authorities (OACBHA) has developed an FY14-15 State Budget Platform & Business Model that focus on expanding alcohol, drug addiction and mental health Non-funding for Non-Medicaid individuals and services and expanding Medicaid.

The Association sent a letter to the Governor requesting more funding and sharing its platform. Mr. Denihan and Board staff have participated in meetings that ODMH is having with all Boards to discuss funding and the budget.

Several models have been presented to distribute any new funding:

1. Allocate any additional funding on a straight per capita basis.
2. Allocate 60% of any new funding in the same manner that ODMH allocated the \$600k in the Mid-Budget Review (targeted to "per capita disparity" boards) & allocate 40% in a straight per capita to all boards.
3. Allocate 75% of the new amounts in a straight per capita to all boards & use other 25% to establish a "pool" for targeted investments to incentivize collaboration, specific problem, focus on a specific policy topic, etc.
4. Allocate 50% of any new funding in the same manner that ODMH allocated the \$600k in the Mid-Budget review (targeted to "per capita disparity" boards.); 25% to all boards via straight per capita, and 25% to a pool that would be distributed as in Model #3.

➤ **HB 284: Chemical Dependency Counselor Licensure**

On December 20, 2012 Governor John R. Kasich signed House Bill 284. This bill impacts chemical dependency treatment professionals by setting up what the bill's sponsors describe as a more flexible, relevant and accessible Chemical Dependency Counselor License. The bill also creates incentive for new and existing behavioral health professionals to obtain the Ohio Chemical Dependency Professionals (OCDP) Chemical Dependency Counselor License designed to allow the continued development and education of qualified and knowledgeable chemical dependency treatment professionals. Specific changes were shared.

➤ **HB 543: Youth Suicide Awareness and Prevention Bill**

House Bill 543 -- the "Jason Flatt Act" -- was also signed into law in December. The law requires schools to educate personnel in youth suicide awareness and prevention as a part of in-service training. The Bill was sponsored by our State Rep. Marlene Anielski and is named after Jason Flatt, who died by suicide 15 years ago. His father founded The Jason Foundation with the goal of saving lives by raising awareness about youth suicide. Ohio joined 10 other states that have passed the Act.

➤ **OACBHA Legislative Advocacy Day: January 29, 2013**

Mr. Snider, Mrs. Warr, Ms. Caraballo, and Dr. Fowler are planning to participate in the OACBHA Legislative Day along with Mr. Osiecki and Mr. Denihan. It was hoped that several more Board Members may join this annual event where there is an opportunity to meet our legislators or their aides in personal visits in the afternoon and then again in a group during an evening reception.

Mr. Denihan intends to send an invitation to all of our Representatives and Senators to attend the reception, and to meet with us at some time during the day. When we meet with our legislators, we will talk about local and statewide behavioral health issues including the need for increased state funding; talking points will be provided for those attending.

4. GUBERNATORIAL ACTION: INSURANCE COVERAGE FOR AUTISM TREATMENT

On December 21st, the Governor announced that autism services will be defined as part of the "essential health benefit" package that federal law requires in every state beginning in 2014 in response to the upcoming federal Affordable Care Act deadline of December 26, 2012. It was noted that Ohio will make autism services available to state employees and health insurance plans sold on the private market and the forthcoming federally mandated health insurance exchange. Services include occupational therapy and psychiatric care. Ohio already provides access to autism-related services to approximately 40% of Ohio's children through its Medicaid program. Presently, 32 other states guarantee the provision of autism services in health insurance.

5. SUICIDE PREVENTION

Mr. Osiecki noted that newspaper ads were placed in the Call & Post and Ohio Life NEWS publications for the Suicide Prevention Campaign in order to reach as many people as possible. The cost of the Suicide Prevention Awareness Campaign is budgeted and will be paid from the CY13 ADAMHS Board operating budget. Mr. Osiecki noted that newly developed Family Practice Doctor Posters are educational/awareness resources that are also funded through the Suicide Prevention Awareness line item.

Motion to recommend ratification of the operational agreements with Call & Post and JEM Relations LLC (Ohio Life NEWS) for newspaper advertising to the Finance & Operations Committee. MOTION: H. Snider
SECOND: R. Blue / AYES: R. Blue, R. Folbert, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

6. 2013 ADAMHS BOARD ANNUAL MEETING

Based on prior success of other events held at the Marriott Cleveland Airport at West 150th Street, and ample free parking, Board staff recommends hosting the 2013 Annual Meeting at this venue. The contract amount is not to exceed \$9,500 for food and beverage, inclusive of service charge, room rental and A/V.

Motion to recommend approval of hosting the Annual Meeting on Monday, May 20, 2013, at the Marriott Cleveland Airport for a contract not to exceed \$9,500 to the Finance & Operations Committee.

MOTION: R. Blue / SECOND: R. Folbert / AYES: R. Blue, R. Folbert, R. Romaniuk, H. Snider / NAYS: None
Motion passed.

7. ADVOCACY ACTION AGENDA

The committee reviewed the 2012 Advocacy Action Agenda to discern those goals accomplished in 2012 and those that are on-going.

The overarching advocacy goals for 2013 were reviewed. Mr. Denihan highlighted those goals shown in blue font that indicates new goals. One wording change was suggested for a System of Care Goal: "implementation of a 72-Hour Crisis Unit." (The word Psychiatric was changed to Crisis.)

Motion to recommend approval of the CY2013 Advocacy Action Agenda as amended to the full Board.

MOTION: H. Snider / SECOND: R. Blue / AYES: R. Blue, R. Folbert, R. Romaniuk, H. Snider / NAYS: None
Motion passed.

8. COMMUNITY DISCUSSION: DEVELOPMENT OF RECOMMENDATIONS TO ADDRESS THE ROLE OF MENTAL HEALTH IN PREVENTING TRAGEDIES

Board staff has begun to think about how to pull together a forum for a community discussion regarding the role of mental health in preventing tragedies. Committee members were in favor of such an undertaking. Mr. Snider noted that the agenda is extremely important in order to attract the various community partners and stakeholders. Mr. Denihan was asked to keep the committee and full Board advised of the community meeting specifics.

Motion to recommend convening a community discussion to address the role of mental health in preventing tragedies to the full Board. MOTION: H. Snider / SECOND: R. Blue / AYES: R. Blue, R. Folbert, R. Romaniuk, H. Snider / NAYS: None / **Motion passed.**

9. OPIATE/HEROIN COLLABORATIVE *(For Information Only)*

Mr. Osiecki noted that the ADAMHS Board is actively participating with this initiative that is specifically tailored around heroin. Mr. Denihan, Ms. Harper, Dr. Delos Reyes and Mr. Osiecki are scheduled to meet with this group on Thursday, January 10th.

10. ADVOCACY/SOCIAL MARKETING STRATEGIC PLAN UPDATE

Mr. Osiecki noted that the Plain Dealer Editorial Board and Reporter/Columnist Margaret Bernstein continue to be strong advocates for the ADAMHS Board and its various initiatives. All updates are reflected in the green highlighted column.

11. CY2012 FINAL MEDIA TRACKING REPORT

For the calendar year 2012, the ADAMHS Board had 111 media hits which were all considered positive. (The Media/Press Clipping Report distributed is attached to the original minutes stored in the Executive Unit.)

12. OLD/NEW BUSINESS - None

There being no further business, the meeting adjourned at 3:50 p.m.

Submitted by: Carol Krajewski, Executive Specialist

Approved by: J. Robert Fowler, Ph.D., Community Relations & Advocacy Committee Chair